

WORK HISTORY

Community Outreach Coordinator

The Columbia Missourian - Fall 2019 (Current)

- Composed social media posts to engage and inform community audiences
- Gathered community nominations for the Progress Awards
- Assisted beat reporters with identifying target audiences
- Analyzed and reported weekly engagement statistics for specific newsroom beats

Social and Digital Media Intern

Smithsonian Institution, Summer 2019

- Created and scheduled a minimum of two post per day for social media
- Tailored media content to reach the wide demographics
- Produced live social media coverage of events, and lectures
- Communicated ideas and suggestions to supervisors and marketing team
- Prioritized daily tasks for the immediate needs of my supervisors

Supervising Editor, Teaching Assistant

Convergence Sequence, MU School of Journalism - Fall 2019 (Current)

- Assisted in coaching reporting teams toward excellence while fine-tuning packages for delivery and publication
- Approved and managed team role rotations, while fostering effective operations and communications
- Reinforced all editorial agendas, assignment specs, and professional standards.
- Synthesized peer evaluations for constructive feedback on collaboration

ACADEMIC HISTORY

University of Missouri

Bachelor of Journalism, expected May 2020

GPA of 3.75

Minor in Political Science

Multicultural Certificate



REBEKAH WILLIAMS

DIGITAL CONTENT SPECIALIST

PROFILE SUMMARY

I am an experienced digital content specialist with a background in social media management and videography, as well as website design and news-writing.

ACHIEVEMENTS

- Dean's High Honor Roll, Fall 2016-Present
- MU School of Journalism Representative at the 2019 National Conference on Ethics

CONTACT DETAILS

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SKILLS & INTERESTS

Adobe Creative Suite
Data Analytics
Tweetdeck
Google Trends, Analytics
Interpersonal Communication
Research Methodology